

**ABSTRACT OF THE DISCLOSURE**

5       A purse organizing system is disclosed for removably  
positioning in a purse. The purse organizing system comprises an  
insert having a top and a bottom and being elongated between  
opposite ends. The insert includes a pair of laterally spaced side  
walls with the side walls each having opposite ends. The insert  
10 also includes a pair of longitudinally spaced end walls with each of  
the end walls extending between the side walls. The insert also  
includes a bottom wall extending between the side walls and the  
end walls for closing a bottom and creating an interior. An open  
top is located opposite the closed bottom. The insert also includes  
15 at least one divider wall extending laterally between the side walls  
to divide the interior into two compartments.